

BATON-ASTRAL TEAM TO SELL PROGRAMS

Baton Broadcasting and Astral Inc. are teaming up to sell Canadian television programming to the world.

The joint venture will "create, package and finance programming for the international television markets."

Joseph Garwood, Baton's chief operating officer, said increasing "globalization" of television programming made a stronger Canadian effort necessary. He said the deal would run "the whole gamut" of programming, including series, mini-series, made-for-TV movies and children's shows.

The joint venture expects to work with TV networks in Canada, the U.S., Europe and Asia. Astral vice-president David Novek said the new team hoped to announce its first joint project by May.

WINDSOR RADIO BUYOUT

CHUM Ltd., which already operates two stations in the market, has reached a deal to buy two more radio stations in Windsor, pending CRTC approval.

Toronto-based CHUM said it has entered into an agreement to purchase Amicus Communications, owners of CKLW AM and FM. The Amicus stations had been sale for more than two years. CHUM owns CKWW/CIMX-FM Windsor.

The Windsor stations have been losing money in recent years in a highly-competitive market saturated with

broadcast signals from the nearby Detroit area. But CHUM president Allan Watters said he thinks that with proper modifications, the company can benefit financially.

During some time periods, he said, programming of the four Windsor stations conflicts with each other. But Watters said a single owners "could make them more distinctive and make it work."

WTN TO CHALLENGE CRTC DECISION

World Television Network/Le Réseau Telemonde Inc. is going to challenge the denial of its application for a multilingual/multicultural national cable television service.

WTN legal counsel Emilio Binavince has requested the Federal Court to grant a hearing of appeal of the CRTC's rejection of its licence bid.

Binavince said that WTN believed that both it and the public interest "have been wrongfully denied" by the CRTC decision.

MULTIMEDIA '92 CONVENTION IN JUNE

One of the major production conventions of the year will take place in Toronto's Metro Convention centre June 3-6.

- *Multimedia 92* deals with merging technologies and combines:
- *Vicom*, the premier show in Canada for visual and design communications;
- *Electronic Design Show*, for those

using electronics for creation of design, electronic publishing and prepress, computer visual effects, videographics and multimedia interactive; and

- *Showcase On Production*, targeted to the film, video and theatrical communities, including corporate video specialists.

Conference seminars will run concurrently, complimented by a trade show featuring the latest in products and services.

Feature speakers will discuss everything from script writing to video post-production and corporate presentations to digital video interactive multimedia production.

SURVIVAL TOPIC OF BANFF TV FESTIVAL

The 1992 Banff Television Festival June 7-13 will feature everything, from Alvin Toffler to the Rockie Awards.

The conference will present an action plan for *Survival in the Global Village*, beginning with a keynote address June 8 by futurist Alvin Toffler. It will continue with industry experts charting a course through troubled times, with independent producers sharing secrets of strategies that have helped them grow, and with an international panel of distributors examining ways in which buyers and sellers are adapting to tighter, more competitive times.

NAB RADIO MONTREUX

The National Association of Broadcasters first international convention will be held in Montreux June 10-13.

NAB Radio Montreux has designed sessions to provide information on managing, programming and engineering tactics and operations for radio on an international scale. A major radio exhibition will be held along with the convention.

The worldwide status of digital audio broadcasting (DAB) will be discussed June 8-9 at the first International Symposium on Digital Audio Broadcasting, organized by the European Broadcasting Union in co-operation with NAB Radio Montreux.

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CFAM ALTONA, MANITOBA, CELEBRATES 35 YEARS

CFAM Altona celebrated 35 years of radio broadcasting on March 13th, 1992.

The Manitoba station began broadcasting 18 hours a day with a 1 kW transmitter in 1957. Today, it covers the southern part of the province around the clock with a 10 kW signal.

Flagship Station of Golden West

CFAM is the anchor station of a three-station network in southern Manitoba, and is also the flagship of the growing Golden West Broadcasting group, which now has stations in Alberta, Saskatchewan and Ontario, as well as Manitoba.

Elmer Hildebrand, CEO and president of Golden West, says that the three-station network system was developed to provide better community service to listeners. The main studio in Altona plays the music and co-ordinates the flow of information to and from CHSM Steinbach and CJRB Boissevain. "Three separate news, sports and weather forecasts are aired simultaneously," Hildebrand explains. "This three-way split also allows us to air a local commercial to each station at the same time."

The building which houses CFAM's studios and offices has seen several renovations and additions to accommodate the expanding organization. It also serves as the head office for Golden West.

Three More Stations — If CRTC Approves

In addition to the three-station network, Golden West owns CKMW Winkler, Manitoba; CKSW Swift Current and CJSN Shaunavon, both in Saskatchewan; CHRB High River, Alta.; and CHOO Ajax, Ontario. The company is awaiting CRTC approval of its purchase of CHAM Hamilton, CHAB Moose Jaw and CFXX Calgary from Moffat Communications.

Also based in Manitoba are a broadcast rep firm, and a broadcast equipment sales and service division, which is active in many Third World countries, as well as across Canada. A weekly newspaper operation was also acquired recently.

The Secrets of Success in Radio

Hildebrand, a past chairman of the Canadian Association of Broadcasters, recently told that organization that the secret to the success of CFAM and Golden West is, "dedication, imagination, commitment, service and more service, consistency, professionalism, and our emphasis on hiring and developing local staff."

On the same theme, he reminded nearly 100 Manitoba employees that, "Ever since we began hiring and developing local people, (we've) seen continuous, steady growth... we've been able to grow at a time when many others in the industry are not doing well because we've become totally involved, at all levels, in the communities we serve. We're thought of as a family. That kind of relationship is not built overnight."

Broadcast Technology joins in extending congratulations to the Golden West family. Special thanks to Elmer Hildebrand and Anne Wiebe for providing information for the above article.

BROADCAST TECHNOLOGY

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stations in the news

6 MORE AMs PLAN MOVE TO FM

At least six more applications are before the CRTC for AM stations to move to the FM band. They include:

- CJLM Joliette, Québec (1350 kHz), 3 kW on 103.5 Mhz (channel 278);
- CFLS Lévis, QC (920 kHz), 32.6 kW on 102.9 (channel 275)
- CKMG Maniwaki, QC (1340 kHz), 2.4 kW on 99.3 (channel 257A)
- Power Broadcasting's CFZZ St-Jean-sur-Richelieu, QC (1040 kHz), 570 watts on 104.1 (channel 281)
- In Ontario, Telemedia's CFOR Orillia and CKMP Midland are also seeking FM frequencies. CFOR (1570) would move to 105.9 with 50 kW, CKMP (1230) to 104.1 with 140 watts. Also, CKMP would rebroadcast CFOR from 1 to 6 pm daily, changing format from Gold AC to Country, while running its own news, spots and PSAs.

CKAN NEWMARKET SILENT

Persistent financial problems have resulted in CKAN Newmarket, Ontario, going off the air as of March 17th. GM Frank Rogers was unable to renew the lease on the transmitter site when the landlord boosted rental from \$12,000 to \$60,000 a year. With debts of about \$200,000, CKAN appointed an interim receiver-manager, and Rogers says he is looking for small investors to help get 1480 back on the air on a more solid footing.

CKAN is the only station licensed in York Region, north of Metro Toronto.

FIRE DESTROYS INUIT TV STATION

TN1 in Salluit, the main Québec station

in the Inuit TVNC network, was gutted by fire on March 8th. Salluit is located on the northernmost tip of Québec, and snow drifts prevented fire trucks from reaching the scene. Studios, equipment and film archives were destroyed, with losses estimated at \$3 million.

CJCL MOVING TO ALL-SPORTS

Telemedia's CJCL Toronto may become Canada's first all-sports radio station.

Sports events/talk now fill evenings — CJCL holds the rights to Blue Jays and Maple Leafs games and is arranging to carry other events. Sports director Allan Davis has been named PD. At present, CJCL still plays music during the day, with sports updates every 30 minutes.

A number of U.S. AMs have adopted the all-sports format, including WFAN New York and XTRA Tijuana-San Diego. *FMedia!* reports that Los Angeles' KMPC, owned by Gene Autry's Golden West Broadcasting, switched from MOR to all-sports in April. However, WEEI Boston is foundering with the format and is for sale; owner is Boston Celtics, who also own WFXT Television.

- **CanPro Gold for MCTV:** In its first season on Mid-Canada Television, *That Country Feelin'* has won the gold award as Best Variety, Music Series in the 1992 CanPro Festival held in London, Ontario. Producer is Dan Maslakewycz, host is Anita Perras. The series featured 45 U.S. and Canadian performers, plus a spot in each show for new talent. (*More CanPro awards in the June issue of BT*)...

- **CHIN Winter Picnic in Cuba:** Toronto's Multicultural CHIN Radio/TV attracted more than 2,000 people to Cuba for its Winter Picnic, held Jan. 26 to Feb. 9th.

QUEBEC CITY HEARING MAY 19th

Items on the CRTC's agenda include purchase of the following stations:

- CKVL/CKOI-FM Verdun, from Radio Futura, by the owners of CIQC/CFQR-FM Montreal (Mt. Royal Broadcasting);
- CKSM Shawinigan, from Power Broadcasting, by Radiomutuel;
- CJMD Chibougamau-CFED Chapais, currently in bankruptcy, by Marc-André Lévesque; the stations would rebroadcast CHRL Roberval.
- CKRS Jonquière-CJAB-FM Chicoutimi, from Radio Saguenay, by Radiomutuel. CKRS would move to Chicoutimi.
- CJLM Joliette, from Radio Lanaudière, by Jean-Pierre Coallier, subject to approval of FM frequency.

Other applications: Cogeco plans a satellite network, 138 hours weekly, from CFGL-FM Laval to feed CJMF-FM Québec, CHLC Baie-Comeau and CFEI-FM St-Hyacinthe... Standard would rebroadcast CJAD Montréal on CKTS Sherbrooke... Radio Beauce would rebroadcast CIRO-FM St-Georges on CJVL Ste-Marie from 6pm-6am daily... And CHRC Québec wants to get rid of four conditions imposed a year ago as a result of remarks by controversial talk show host André Arthur.

BIDS CALLED FOR LAC-ST-JEAN FM

An application by CFGT Alma to move from 1270 AM to FM has prompted the CRTC to call for other applications for FM in the Lac-St-Jean area. Deadline for applications is May 25/92.

THREE BID FOR 99.1 IN TORONTO

Only three applicants have filed for 99.1 MHz, the choice Toronto frequency left vacant by the demise of the CKO news network (Nov./89). Only existing FMs could apply — the three who did:

- Classical music station CFMX-FM, now on 96.3, Mississauga (60.2 kW);
- Redmond Broadcasting's CJEZ-FM, now on 97.3 (35.7 kW); and
- Rawlco's country music FM, now licensed for 92.5 MHz, 4.7 kW, but not yet operational (47 kW).

CAB Conference: The CAB will host a Human Resources conference, June 3-5, at the Ottawa Hilton Hotel. Sessions are designed to help stations adapt to new

—continued on page 18



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HONE CHAIRS 1992 BBM BOARD

Rodger Hone of the Global Television Network is chairman of the BBM Bureau of Measurement's board for 1992.

Joining Hone on the BBM board are: Michel Arpin (Radiomutuel), Yvon Chouinard (Diffusion Power), Elmer Hildebrand (Golden West Broadcasting), Jim McLaughlin (Moffat Communications Ltd.), Greg Mudry (City-TV Toronto), Don Smith (Westcom TV Group), James T. Webb (CHYM/CKGL-FM Kitchener), Sunni Boot (FCB-Ronalds-Reynolds), Peter Elwood (Lever Bros.), Carol Kirkwood (McKim Advertising), Paul Martel (Paul Martel), Doug Newell (H.Y.P. & N.) and Kate Potter (Labatt Breweries of Canada).

CITY-TV's Mudry chairs the BBM's television executive committee. Others on the committee are Frank Babich (BCTV), Ted Eadinger (CFPL Broadcasting, London), Barry Kiefl (CBC), Francois Laganier (Television Quatre Saisons), Marc LeDuc (Radio-Canada), Shaun Purdue (CFCN Communications), Peter Viner (CanWest Pacific Television), Don Willcox (CAP Communication), Janet Callaghan (J. Walter Thompson Co.), Laura Gaggi (Genesis Media), Elizabeth Nolet (PNMD

Publitel), Michael Pearce (The Ontario Milk Marketing Board), Gail Ruddy (H.Y.P. & N.) and Audrey Yates (Initiative Media). Cam Fellman of the Television Bureau of Canada is an ex-officio member of the committee.

Moffat's McLaughlin chairs the radio executive committee. Joining him are Claude Beaudoin (Telemedia Communications), Nicole Beaulac (Radio-Canada), Mel Brundige (CCI Radio), E. Lee Hambleton (CKIS/CHOM-FM Montreal), Roy Hennessy (CFRB Toronto), Barry Kiefl (CBC), Jim MacLeod (New-Cap Broadcasting), Chuck McCoy (CKWX/CKXX/Mountain FM), Doug Rawlinson (Rawlco Communications), Robert E. Redmond (CHRE-FM St. Catharines), Bruce Classen (McKim Advertising), Charles Conroy (Conroy Communications), Ron Hodgson (Hudsons Bay Co.), Steve McCormack (Coca-Cola) and Karen Nayler (J. Walter Thompson). Brian Jones of the Radio Marketing Bureau is an ex-officio member of the committee.

ITVA HONORS TOP VIDEO PRODUCTIONS

A total of 45 productions were honored at Video Festival Canada V1, the national awards competition honoring Canadian non-broadcast video production. The awards festival was

created by ITVA Canada.

A total of 217 programs were evaluated in seven categories by judging panels across the country. The awards were presented at an awards ceremony in Toronto Feb. 22.

Barry Stone of Stone Film Inc., Toronto, was presented with the *Judges Choice Award* for excellence in production achievement for an information program done for the Ministry of Tourism and Recreation. The *Judges Choice Award* for excellence in technical imagery went to a training entry from Vidatron Communications of Toronto and B.C. Hydro Production of Vancouver.

Jeff Cipin of The Communique Group Inc. of Toronto, Chuck Easler of Toronto's Corporate Vision, John Ritchie of Force Four Production Ltd. of Vancouver, and B.C. Telephone were each multiple Golden Maple award winners. Cipin and Easler both won two of the top awards in the sales/marketing category, Ritchie won in the information and employee communications categories, and B.C. Telephone won for entries in the training and public service/public relations categories.

The Golden Maple award winners are eligible to enter the ITVA International Video Festival in Munich, Germany in July. In addition to the Golden Maple awards, 23 Silver Maple awards and eight merit awards were also awarded.

stations in the news

employment legislation. For information contact Arlene Keis, CAB's new director of human resource development. CAB's *On-Air for Canada* idea swap booklet has been distributed to stations, MPs, the CRTC and DOC. It features creative ways private stations are fighting racism.

Other Stations in the news...

CHIN-FM Toronto has applied for a power increase from 4 to 8.5 kW; and an increase from 80 to 100 kW has been approved for CJMJ-FM Ottawa... The CRTC turned down a bid by CFLY-FM Kingston to qualify for programming breaks available to some stations along the U.S. border... CJCB-TV Sydney, NS, was successful in its opposition to MITV being carried on Sydney-Glace Bay cable TV... The talk show *Sound Off*, out of

CFOX-FM Vancouver, has gone national via Seltech. It features rock manager Bruce Allen... **Pelmorex Radio Network's** overnight show, *Star Station*, is being carried by six affiliates in southern Ontario, in addition to the 14 Pelmorex owned-and-operated stations in northeastern Ontario. Soon to be added to the satellite service is a Super AC format from 7 pm to midnight... Call letters: CFMP-FM is now CKWF-FM Peterboro, "The Wolf"... and CKAR has gone back to its original 1946 call, CKDO Oshawa, with the slogan "Good Time Oldies"... Radio Communautaire KapNord Inc. hopes to go on the air in Kapuskasing, ON, June 19-22, to encourage interest in establishing a French-language station... Key Radio plans to switch formats at its Kitchener stations: country on CHYM and rock on CKGL-FM.



ROCK AWARDS FOR THE FOX

Mr. Fox and J.J. Johnston celebrate *The Record* awards to Jim (Rock P.D. of the Year) and CFOX-FM 99.3 Vancouver (Best Rock radio station of the Year).



In A World of Unlimited Choice, Pay Attention To Your Home Market

Fibre optics, digital compression, cable (commercial-free) radio, cable TV, local cable specialty TV, pay-per-view, commercials targeted at specific postal codes, direct-to-home satellite broadcasting, video rental. Discussions about a CBC without the bricks and mortar, a CBC using strategic alliances to distribute its programming via satellite and cable. CanWest Global, CTV, CITY-TV, Baton, YTV and others looking into more specialty services. They're all part of the revolution.

We accepted regulation of broadcasting because it used a limited public resource, the airwaves. It used to be that the regulators, and licensees, held the power in broadcasting.

With the means of program delivery becoming almost unlimited, we now rationalize control in an attempt to create a limited resource out of an almost unlimited one.

It's like claiming that a limit to the number of retail clothing stores would keep quality high. But in that situation, merchants would just set up warehouse or mail-marketing operations. With the new technology, that's what programmers can do in partnership with delivery services. Take Shaw Cable and International Cablecasting Technologies Inc. Here we have music going from a warehouse to the customer, bypassing the airwaves and one set of middlemen.

Regulation can't control some of the new methods of delivery. And we know, if you over-regulate you tend to fall behind your competitors who are free to explore the options.

We're at a crossover stage and seeing looser regulations. Every revolution I know of has been preceded by relaxation of the old rules.

A licence to use a frequency and the delivery method are becoming less important and ownership of the programming more. Hence broadcast companies that once concentrated on winning licences to use the airwaves now are looking for licences to create specialty channels. There's a repositioning to acquire means of production, hence, partly, the CTV ownership issue.

With the new means of delivery, there should soon be an unlimited choice of programs. Or will there?

There's talk of carrying the same products with different start times. That would give viewers an option to watch their favorite shows exactly when they want them. Audiences might just stop watching what they consider second-choice material. It could lead to fewer shows having a still greater audience, a concentration of viewing at the same time that we're offered a wider choice.

It could mean survival of only the best shows — or, more accurately, the most popular.

There will be lots of space and there will be narrowcasting for specialized tastes. But there may not be quite the jump in diversity we've been expecting. The most popular shows may attract a still greater share of advertising revenue, second-choice shows still less. That means special-interest viewers may have to pay. More programmers will collect part of their pay directly from the viewer and part from advertisers, as the print media and some specialty channels do.

Cable companies, and their customers, will pay more to program producers.

On the way there from here, the mix will become just too

complex and current rules will break down as licensees come under increasing financial pressure, partly because of the regulations. The current intense competition will intensify.

For now, take heed of the words of **Jack Ruttle**, president of the eastern division of Power Broadcasting Corporation.

"What is the one thing that no one else in the whole world can do? That thing is pay attention to your home market. If you don't do that, it's like having a CFL franchise in which you don't have any home games."

Further to that, stay flexible, maintain a quality product, and keep your eyes open for opportunity. Some will miss out on the opportunities just because they're too busy planning to see what's happening.

If you're in radio and haven't seen it, get the Jan. 3 issue of *Radio and Records* and read *Building a Great Station* by Gary Wall.

Fire Destroys CFFM Williams Lake, B.C.

Even after the building housing his station and 20 other business burned down, **Ken Wilson**, GM of CFFM-FM Williams Lake, managed to sound upbeat while waiting a verdict on the future of the station, owned by Jim Pattison Industries. Meanwhile, he was working out of CFFM-FM1 Quesnel and trying to co-ordinate a staff working out of motels, his own home, the Quesnel station and a TV sales managers' home. The Williams Lake station was the hub of a system also serving Quesnel and 100 Mile House. With Williams Lake down, the transmitters carried the signal of sister station CFJC Kamloops with Quesnel providing 12 hours a day of local broadcasting. CFJC newscasts were tagged with local news.

If word comes down to rebuild, Ken planned what he believed would be the first completely paperless station in North America. He has experience in Quesnel, where CFFM-FM1 broadcasts from a computer (see *BT* Oct. 1991).

AROUND EDMONTON: For a while I thought everyone had misunderstood and that **Len Novak** of Nor-Net Communications, not WestCom, had bought CHED/Power 92 Edmonton. Len is listed in an industry directory as CHED president, while the directory brought **Gene Daniels** back to Westlock from Nanaimo in place of Len. But it's just one of those glitches that keep popping up. **Stan Ravndahl**, not Len, is president of CHED/Power-92. Incidentally, Stan's voice is better than ever. He had a growth shaved and a general audio tune up last year... CFRN Edmonton has lost the CFL Edmonton Eskimos to CJCA and, as I write, there's much competition for the Edmonton Oilers of the NHL. Standard Broadcasting's PoP for the purchase of CFRN included the Oilers. But CJCA also went after them and so did a third big player in Edmonton. That's leverage in the hands of a team wanting lots of money for rights. A decision is due about now... **Bryan Hall**, CJCA's sports director of 28 years, said yes, I could describe him as happy to get back his beloved Esks. He didn't miss broadcasting a game for 24 consecutive years. This will be his 25th year broadcasting the Esks with the only gap between the three years they were with CFRN... CJCA sister station K97 got **Desmond Child**, rock 'n roll's "medicine man", as one of the judges in its *Homegrown '92* talent competition, dubbed by PD **Gary McGowan** as the longest continuously running in Canada. One of the many prizes is a single release by A & M Records.



SBN TEAM PRODUCTIVE: Steve Kowch is acting as GM of SBN while keeping his job as managing editor. There must be something in the SBN air; three employees had pregnant wives, all at the same time. Two should have babies by now with one to go. Steve has named **Garry Raible** as his new sports director, operating out of Vancouver. **Darin Diehl**, who was sports director, became afternoon news supervisor. News people always want to be first and that's probably why Steve told me Darin was one of the first sports reporters at the Olympics to have his pockets picked... CKAN Newmarket had a novel way of telling SBN it had lost a client. The station sent a cassette. When played, it announced: "This station is now going off the air." (See also *Stations In the News*.)

Harv Kroeker stands out, not just because he's 6'5" (when he was much younger he was a basketball star with the Winkler Zodiacs). And not just because the newsman completed 25 years with Radio Southern Manitoba last year. Harv and his wife Ann were selected citizens of the year by the Altona and District Chamber of Commerce for their work with the empty stocking fund, run annually by the Optimist Club. Over the years, the fund has raised more than \$130,000 to provide food hampers and children's gifts at Christmas for needy families... **Steve Legault**, Global news's Winnipeg correspondent, remarried in March. Who cooks, I'm not sure, but when I saw him last, he looked as if he were eating well.

Only a station managed by the notorious **Vern Trill** would organize a trout fishing derby in Moose Jaw in winter. The organizers filled the indoor swimming pool at a local hotel with live rainbow trout and raised \$3,500 for a local hospital. They also built an attention grabbing, zany happening for a major advertiser, said PD **Gavin Tucker**. The hotel was about to renovate its pool and the fishing was a great promotion. Naturally, it was called the *Leap Year Fish Frolic*... Just when I thought the aforesaid Vern would finally retire to his cattle and horses with the sale of Moffat's radio stations, he climbed back into the hot saddle. Vern has managed CHAB Moose Jaw under contract to Moffat for several years. Now he'll be part owner of CHAB with Golden West Broadcasting of Altona, if the CRTC approves the deal... The same Golden West celebrated its 35th anniversary in March (More in *Stations*) and its president, **Elmer Hildebrand**, celebrated a birthday that shall be numberless. **Elaine Ali**, president and self-dubbed Queen Bee of the Broadcasters Association of Manitoba (the Bee AM), presented Elmer with a bottle of honey... Elaine has been appointed V-P Administration of CKND-TV, owned by CanWest Global. In Saskatchewan, **Fred Filthaut** was made VP of SaskWest Television Inc., also owned by CanWest Global. He continues as GM of STV Regina. He's also president of the WAB.

10 Commandments for The '90s

Bob Kosminski, lawyer, entrepreneur and CBC director, spoke at the BAM winter meeting in Winnipeg. These are his ten commandments for doing business in what he called "the nifty, thrifty 90s":

- (1) Make sure you have a quality product or produce a quality service.
- (2) Develop a monthly or annual plan and be committed to it.
- (3) Don't presume your competition knows what they're doing.
- (4) Work hard and work smart and don't ask anyone to do what you wouldn't do.
- (5) Don't take short-term profits at the expense of long-term ones.
- (6) Surround yourself with good employees and good managers and take time to listen to them.
- (7) Share benefits and rewards both from a monetary and recognition basis.
- (8) Have good financial

information that is accurate, up to date and consistent. (9) Advertise and promote. (10) Be unique, innovative, creative and don't be afraid to experiment.

PROMOTIONS: Cannes has nothing on the Cans Film Festival run by CKIS Montreal. With *The Gazette* and Cineplex-Odeon, the station organized a special benefit during which seven popular movies were run and each person attending was asked to bring canned food for the Sun Youth food bank... Across the country in Kelowna, CKIQ continued its traditional celebration of the first official day of spring by having staff personally hand out 1,500 daffodils. It was started years ago by CKIQ president, **Walter Gray**. I'm told the promotion went well, as always, but there were a few funny looks for **Sports Pal Al** and morning host **John Jackson** as they strode down the sidewalk side-by-side each holding a bunch of bright yellow daffodils... In Winnipeg, 1290 Fox marked the coming of spring by broadcasting the morning show live from a car wash where they offered loyal listeners a cleanup for \$1.29. If you work in the broadcast industry, it's nice to have a second career... **Brian Antonson** returns to BCIT Aug. 1 as Dean of Broadcasting. For the last two years he has managed Fraser Valley's CFVR Abbotsford. Now he's taking his new insights back to train new generations of broadcasters. He said it was a tough choice deciding between the two jobs... **Steve Browne** has parted ways with CFX/CHFM Calgary, the Moffat stations now sold to Golden West and Rogers, respectively. He was hired as ND when CFX started a short-lived experiment as a part-time talker...

Danger Pay Needed: **Paul McDermott** of BN Toronto told me this story. **Bob MacLaren**, GM of CKBW Bridgewater, N.S., was told there was someone to see him. The man in reception was good-looking, about 30, bearded, and walked with a cane. He asked to see Bob in private. As they were getting seated in Bob's office, the man started talking in an unexcited tone, saying: "You are broadcasting my future thoughts, my conversations, and comments from people who are talking about me."

After some conversation, the man said he was referring to the "low-frequency broadcasts." He'd heard them all the way out West, where he recently was. The man continued for about 30 minutes before Bob, having a real client waiting, ushered his guest toward the door saying there was little he could do as there really wasn't a problem.

The man said, "I guess the only solution is violence." As Bob turned slightly towards him, the man hauled back and punched Bob on the chin, knocking him down, and walked out. The man was caught, charges were laid, and three weeks later the man failed to show in court. A warrant for his arrest was issued but, as far as I know, he's still at large.

* * *

It was a nicely done scalp by a news agency that shall remain nameless, but for which I do not work. It said a bylaw proposal going to city council would see "CigAlerts" installed in all Edmonton homes at a cost of \$50 to homeowners. Edmontonians would pay a fine of \$100 for each cigarette a day they smoked over a five limit. Civil libertarians were already fuming and threatening to take the bylaw all the way to the Supreme Court. Ah, well. In their eagerness to scalp the news anyone could have forgotten the day was April 1

What's going on at your place . . . who got promoted, who left, etc. Send it to me c/o Broadcast News Ltd., 302 Cornerpoint, 10179-105th Street, Edmonton, Alta., T5J 1E2, (403) 428-6107; or fax it to (403) 428-0663.

Atlantic Airwaves

by Sandra Porteous



Annapolis Valley Radio VP/GM **Don Abbey** has been busy making a lot of changes. On the FM side, **Blair Burke** joined AVR from CKIX-FM St. John's as new morning personality on CKWM-FM; **Shawn Rosvold** moved to middays and takes over as FM program supervisor. On AM, **Mike Mitchell** moved to afternoon drive, **Wilf Cornell** is waking up the Annapolis Valley on the AVR network (CKEN/CFAB/CAKD/CKDY), **Rod DeViller** hosts drive home, and **Mark Phillips** moved to midday and is AM program supervisor. **Ken Geddes** is now program manager of AVR and **Dave Jennison** the new sales manager... Over in Fredericton, **John Richard** has taken over morning drive at CFNB after 15 years with KKCW/CFQM-FM Moncton. **Cheryl Appleby** has taken over middays at CFNB while continuing as music director and **Rob Szo** is doing afternoon drive...

NewCap chief engineer **Jack Hutchison** decided to retire after 29 years. After working on the DEW Line and, for a period, with CBC Radio in Halifax, he joined CFDR Dartmouth in 1962 as chief engineer. While at the station Jack has seen it move from 790 to 680 to 780... **Jerry Lawrence** has left CJCH Halifax and rejoined rival CHNS... **Tom Silver**, formerly one of the voices on Halifax's CHNS/Country 101-FM, has found a new career as information officer for the Cole Harbour fire department... **Murray MacIvor**, one of the original children's show hosts on ATV, can now be found in Newfoundland... **Mary** and **Robert Martin** are back in Halifax; he has joined CBC's *NewsWorld* team and she has moved into a communications post with a local hospital... The newly-formed Halifax Metro Media Club seems to be off to a good start. CJCH's **Ina Amtrault** has been drumming up support for the newly-formed group launched to help buyers and sellers of advertising create a network for work and fun. It meets every two months... It seems to have been the season to organize. Metro Halifax's private radio stations have formed the Halifax Radio Marketing Council. **Eldon MacKeigan** of CFDR/Q104-FM Dartmouth chairs the group, which includes CHNS, CJCH, CFDR, CHFX, C100-FM, Q104-FM and SUN-FM...

CBC Charlottetown's **Wilf Carter** recently celebrated 35 years in broadcasting. The popular member of the AM show *Island Morning* began his career at CJLS Yarmouth in 1957, moving to CFCY Charlottetown as a staff announcer for TV and radio. He joined CHNS Halifax for a year before

George Young

As *BT* went to press, we were saddened to learn of the passing of George Young of CITV Edmonton.

In addition to his contributions to engineering, George was active in WABE and a good friend to many, including this magazine.

Further information will appear in the June issue.

returning to CFCY as news director. He joined the CBC in 1974 as co-host and interviewer on the supper hour show *Compass* and has been with them ever since... CBC-TV's design department has designed an innovative set for a new children's co-op production between CBC and Andrew Cocran and Associates. The set is a model of a maritime city harbor built around a tank. The show will be shot this spring and summer... CBC's *NewsWorld* has four new producers in Halifax — **Dan Leger**, **Melvin McLeod**, **Rhonda Day** and **Bette Cahill**. In other changes, **Barry Morrison** is now producer of Sydney-based *Information Morning*; **Stuart Einer** is associate producer for *Island Morning* in Charlottetown while **Ann Stewart** joined the show for eight months from Toronto... **Steve Puddicombe** arrived at Moncton's CBC radio newsroom from Iqaluit when the city was under 180 cm of snow, a real change from the Arctic... And congratulations to CBC Moncton's **Michael Tutton** and wife **Catherine** on the birth of Jennifer.

Sandra Porteous welcomes your news for Atlantic Airwaves. Write to her at 15 Lyons Ave., Halifax, N.S., B3P 1H6, or phone (902) 479-3158.

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FORMER TV FAVORITE NAMED CITIZEN-OF-YEAR IN KITCHENER

So, kiddies, remember crowding around the television set watching CTV's *Romper Room* with your favorite TV personality, **Betty Thompson**? "Where is she now?", I hear your plaintive cry. Betty's still in her familiar and favorite stomping ground, the land of CKCO-TV Kitchener. And what's she doing? Betty's still on TV contributing to 'Morning Magazine' and she's CKCO-TV's community relations co-ordinator. Outside the station, well, try keeping up with this: past-president of the Kitchener-Waterloo Zonta Club; special events committee chair, Ontario Summer Games; director, K-W Oktoberfest; general chairperson for three major fund-raising programs honoring Canadian performers, the Rotary Centre for Crippled Children, the Ontario Summer Games, and the Big Sisters and Big Brothers of Kitchener-Waterloo. For these, and a host of lower profile endeavors in her community, **Betty Thompson Bauman** has been honored by the Kitchener-Waterloo Junior Chamber of Commerce as the 1991 Citizen of the Year. Way to go, Betty... **John Spragge** has been side-shifted to CKCO-TV from director of radio. He's now Television Retail Sales Director...

Brad Bazin got himself uprooted from CKRM Regina to take over the morning driver's chair when **Doug Anderson** departed GX94 Yorkton bound for CKRC Winnipeg (Editor's translation: Brad came from Regina to Yorkton, Doug's gone to Winnipeg). And, while we're still at GX94, new copywriter is **Vanese Marchessault**. Promotions Manager **Terri Harris** reports the hockey team - Larry, Curly, Moe, Oliver, Stanley, Bud and Lou ("Who's at centre?") - has as its motto: "It takes a good team to beat us, but it doesn't take 'em long"... Talk about a sweet deal, **Ed Needham** gets flown up from his Palm Beach Gardens, Florida, home every week to do Saturday and Sunday afternoon talk shows at CFRB Toronto. Could be because Ed deserves the treatment. Since he left his regular weeknight stand, the numbers haven't been affected a bit — NOT!... Saw a home-made cartoon at Air Canada's Toronto Training Centre; people with luggage walking along the wing of an Air Canada jet, falling off and plunging to a horrible end. Caption: "Damn Canadian. Late again!..."

Regional Conventions; Central Canada Radio-Television News Directors Association was May 1-2 at Kingston, British Columbia Association of Broadcasters is at Penticton May 20-22, Atlantic RTNDA in Charlottetown May 22-23, and the Central Canada Broadcasters Association is in Alliston May 25-26...

'Fighting Chaos and Apathy; The Story of Aids in Canada,' a one-hour documentary produced by broadcast jour-

nalist **Paul Cross** on CHUM Toronto got plenty of comment from parts of the AIDS community, educators, health groups, students, and listeners. Now, CHUM stations across the country have been airing it. The show, containing original research, findings and conclusions, is based on more than 30 in-depth interviews and dozens of other conversations... CIGO Port Hawkesbury's 'Cash Crusade For Kids' raised over \$7,000 in a four-hour broadcast featuring local talent. Funds went to the Children's Aid Society... And, interestingly, CIGO has joined other Canadian stations in a weekly program which makes the move toward recognizing the increasing power of senior citizens... If you're a PD or GM interested in putting some shine (read numbers, revenues) back into Sunday morning radio, give 'Real Radio' with **Fred Davis**, **Judy Webb**, **Bob Hesketh** and a wealth of guest stars a listen. **Alan Mayer** will be glad to send you a demo. He's at (416) 922-7143...

Doug Avery, ace producer of the old CFTR Toronto morning show, bit the bullet and decided he'd like to try things from behind the mic. Doug's latched onto an afternoon gig at Pelmorex's Kapuskasing station, CKAP... **Sean Burette** created the hole at CKAP when he moved south to CIGM Sudbury for evenings and weekends. Former CIGM evening/weekend jock **Mike Belanger** moved over to afternoons at CKAT-FM North Bay... Q92 Sudbury mid-day announcer **Bruce MacDonald** went to CKYL Peace River for a shot at PD duties. In at Q92 to replace MacDonald is **Steve Jones**, ex of AM109 Kitchener... CJEZ-FM Toronto's new morning co-host is **Peter Newman**, in from Hamilton's K103FM... Still with K103, **Pat Cardinal** is now PD after an MD's stint at CKLG Vancouver...

The one night Ingrid and I figure to take advantage of our Shopper's Drug Mart 'Harvey's/Swiss Chalet Meal Deal,' who do I find at the same Harvey's? Only former CFNY Toronto GM **Jamie Crookston** first, then CBC-TV Mid-Day hostess **Valerie Pringle** (speaking of Mid-Day, **Ralph Benmurgui** is moving on). Earlier in the day, I'd seen **Bill Ballantine** who used to be Jamie's boss at CKFM Toronto. Valerie, Jamie, Bill and I all worked at CFRB/CKFM at the same time. God, but this business is small!...

I suppose I'll have to concede that consultants are a necessary part of programming; that they bring valuable outside information and protocols vital to the health of a station's product. What I'll never concede, however, is the argument that an outsider knows what's best for a given market. Would I dare take my Central Canada bias and try to inflict "what I know is best" into an Atlantic or Western programming operation. I think not. Imagine, if you will, arriving in Vancouver for the first time to consult the station employing the likes of a **Jack Webster**. You've heard him

for the first time and you're saying to yourself, "He's the first one to go!" or "I've got to scale this guy's act down!" Ditto a **Gordon Sinclair** in Toronto. Simplistic argument? Perhaps. But it's the best one I've got when it comes to knowing what works in my market... and how stupid I'd be to react too quickly to the 'expertise' of an outsider...

ON AND OFF THE AIR . . .

Rawlco Broadcasting is saying they'll have their new Toronto FM'er on the air before the end of the year. Rawlco's station is going in with a Country format, taking on the likes of existing Metro-area Country formats at CHOO Ajax, Country 59 Toronto, and CHAM Country Hamilton...

CKAN Newmarket is off the air. Decreasing revenues and escalating property lease rates are blamed for doing them in. What with Toronto spreading out and property prices having skyrocketed since the original transmitter site lease was signed, it seems the station was facing a 500% increase in the new rental rate. Station management is said to be trying to refinance and get back on air...

Toronto's Q107 and AM640 have been in their fabulous new North York digs for about three months now (you read all about it in last month's *BT!*). As you may know, the two stations were in separate quarters, AM640 in Richmond Hill and Q107 in the heart of downtown Toronto. The North York location was a compromise, roughly mid-way between the two old locations, and satisfying restrictions set by a certain regulatory body (Can you say C-R-T-C, boys and girls?). AM640/Q107 GM **Don Shafer** said, "We love it. It's long overdue and I'm glad we're finally both together under one roof. It's a great facility, definitely state of the art, and we're all very excited and very happy to be here"...

Still with Q107, **Kim Geddes** left Oldies 1150 Hamilton to join the Q newsroom... Liked the promotion done by Montreal's Oldies 990 (a CHUM station), the "Cans Film Festival." Oldies 990, in conjunction with a local multi-theatre, offered a choice of seven movies for the price of canned food items. That food was destined for a local food bank... Oldies 1150, the former CKOC Hamilton (now CKMO), saw news anchor legend **Frank Lyn Cooper** retire after almost 33 years of service. Frank started his career at CKOC in 1959... Another prominent retirement is that of **Paul H. Schurman**, the president and general manager of CJRW Summerside, after 33 years. Replacing Paul is **Paul M. Schurman**... All Telemedia North stations are involved in a massive public service campaign about drug and substance abuse awareness. They're distributing thousands of printed guides meant to educate parents, to assist immediate families who have kids in a substance abuse program, and to help people of all ages deal with drug or alcohol abuse problems...

Part of my life away from the private broadcasting milieu is the production and scripting of corporate videos. One recent client was Audi. The car manufacturer wanted a video which could be used to further enlighten Canadian Audi sales people and their customers about quattro all-wheel drive. After employing the usual methods - race and

rally footage, graphics of all-wheel drive and how it works, positive comments by automotive writers and editors - I turned to Rogers Broadcasting VP **Sandy Sanderson** for the viewpoint of a quattro owner. Sandy's remarks were quick, concise, humorous, and loaded with the warmth and fuzzies every producer wants; he was a natural. More importantly, the folks at Audi Marketing loved him... It was great working with CHEK-TV Victoria Production Supervisor **Vito Dunford**. I had some video work which needed doing in Victoria so, naturally, I called CHEK-TV. Vito and his people took fabulous care of us. While in Victoria, I stopped by CFAV and CJVI. VP **Terry Spence** gave me the royal tour at CFAV and Seacoast Sound, President **Mel Cooper** provided coffee and good conversation, and **Wendy Hunt**, Mel's assistant, neatly coordinated the whole thing. Over at CJVI, GM **Kim Hesketh** and I spent about an hour reminiscing about our shared days at CHYM Kitchener (*still say that was too long ago, Kim!*)... Editing the Volkswagen Canada national newsletter is another gig I've got outside broadcasting. In VW's most recent issue, I was happy to find ways of mentioning four radio stations in related stories: CFOS & CIXK-FM Owen Sound; Mix 99.9 Toronto; and, CHEF Granby. (If you radio people get extra revenues from VW-Audi-Porsche dealers, think of me [send money]!)... And, while I've still got Volkswagen on my mind, AM109 Kitchener, to celebrate Valentine's Day, randomly scattered joy and love throughout their area in the AM109 'Love Bug.' The Love Bug is a decorated-with-hearts Volkswagen Beetle which cruised the streets of Kitchener-Waterloo handing out flowers and chocolates to passers-by (partially sponsored, of course, by local VW dealer Crosby Volkswagen)...

BLOOPERS . . .

- "There will be an exhibition of art by Soviet artists executed over the past two years." (*Run that by me again!*)
- "Area Optometrists Offer Poor Free Vision Exams." (*You get what you pay for!*)
- "Victims Say Tree Trimmer Takes Money, Then Leaves." (*Shady deal, or what?*)
- "If you have a bit too much alcohol, try coffee or bullion with minerals and salts." (*A cure only the rich can afford.*)
- Horoscope writer: "Plan on starting the weekend with a flare." (*Follow this advice and you're bound to get burned.*)
- "Some motorists have been seen driving in a reckless manor." (*At home behind the wheel?*)
- "Bald Eagle Cited in Park." (*The bird got caught walking like a jay.*)
- "The dog was a cross between a cocker spaniel and a datsun." (*Low-slung, four-on-the-floor*)
- "All the premiers were there, except Quebec." (*Who?*)

I want radio and TV station newsletters and releases, people items, stories about your successes, your promotions, your syndications, and your slices-of-life. Contact Howard Christensen, 414 St. Germain Ave., Toronto, Ont. M5M 1W7, or FAX (416) 782-6482.

WHO'S THE BOSS?

It's a question that could have legitimately been asked about the legendary "boss" of rock, **Bruce Springsteen**. His song production has been in hibernation since 1988, when *Tunnel of Love* peaked at #9 in *Billboard* magazine, and *One Step Up* stopped at #13.

But doubts about the "boss" vanished at the end of March with the release of two new Springsteen albums — *Human Touch* and *Lucky Town*— which have already extracted much fanfare.

Music analysts wondered whether Springsteen was still supremely influential, especially to younger age groups. Well there was no need for scepticism; within a week of the new releases at least three tracks were either charting or destined for glory. In addition, the singles *Better Days* and the title track from *Human Touch* had soared to the top in a hurry.

It would be impossible for the albums themselves to disappoint diehard or even marginal Springsteen fans. There's enough hit potential here to last a year. Look for *All or Nothing At All*, *Roll of the Dice*, *Soul Driver* and *57 Channels* to leap to the limelight.

Wayne's World — Excellent!

The zaniest movie twosome in years — Wayne and Garth — star in a film that has produced the most unlikely hits in years.

Wayne's World, the concept, was born on television's *Saturday Night Live*, and catapulted to popularity through the coming genius of Mike Myers (Wayne) and Dana Carvey (Garth). The duo's ridiculous speech patterns and their satirization of contemporary "cool" have become legendary (NOT!). And *Wayne's World*, the movie, is a legendary box office draw.

There are some surprising songs from the movie, like Queen's *Bohemian Rhapsody*, the group's 1976 epic which, 16 years later, is strongly re-emerging on the charts. Then there's Gary Wright's *Dream Weaver* — also 16 years old — and being introduced, for the first time, to many *Wayne's World* devotees.

Canada's Rock Fixture

Longevity in Canada's rock world for eight years is a sizeable achievement.

Kim Mitchell has left fans waiting for more since *Go For A Soda* in 1984. Now he's come out with his fifth album, *Aural Fixations*, recorded in a 200-year-old Toronto warehouse. *Find the Will* is the first successful single from the album, but watch out for *Pure As Gold* and *Some Folks*. The CD even includes an instrumental track — *Honey Forget Those Blues*.

Mitchell, by the way, has sold over a million records in Canada.

Introducing...

They're called **Lost and Profound**, six Canadian musicians whose debut single, *Brand New Set of Lies*, is receiving enthusiastic air play. The voice belongs to **Lisa Boudreau**, the lyrical inspiration comes from **Terry Tompkins**. The for-

mer Calgarians began testing Toronto music possibilities six years ago.

It's been a long climb, which included a stint in Italy, for **Rita Chiarelli**. After placing first in the Molson Canadian Rocks contest last year, and then capturing top prize in the Toronto Q107 Homegrown competition, Chiarelli is achieving what she's been dreaming of since she was 15. Her single is called *Lover Overboard* and can be heard on most Canadian album rock outlets.

With a Juno Award as the most promising group of the year, *The Infidels* are becoming a household word in Canadian music. The group boasts two Canadian hits already, *Celebrate* and *100 Watt Bulb*. Singer **Molly Johnson** and song writer **Norman Orenstein** have been collaborating since high school. *The Infidels'* self-titled premier album features attractive vocal harmony and blunt lyrics.

The Final Note

Purchasing his \$1.5 million Beverley Hills home was the easy part for **Slash**, lead guitarist for *Guns N' Roses*. Now he's got to move in two dogs, eight cats, 16 snakes and a guitar collection.

Howard English is president of English Media Enterprises, a broadcast consulting company based at 3701 Chesswood Drive, Suite 305, Downsview, ON, M3J 2P6, phone (416) 398-2000.

people

AUDIO PROCESSING TECHNOLOGY — **Mike Symth** appointed manager, U.S. operations.

BTS INC. — **Ruttger Keienburg** appointed president, North and South America and **M. Michael D'Amore** VP marketing/business development.

CANADA NEWSWIRE — **Yvon Bureau** named VP Quebec and **Chuck Garrison** manager, Atlantic Canada.

CBC RADIO — **Joan Leishman** named correspondent of CBC Radio's first South African bureau.

CHEX/CKWF-FM PETERBOROUGH — **Bob Harris** named PD and **Randy C. Redden** SM.

CHEX-TV PETERBOROUGH — **Dennis A. Watson** named VP.

CIAM CAMBRIDGE — **Guus Hazelaar** promoted to GM/SM and **Peter Allen** to assistant SM.

CJCL TORONTO — **Allan Davis** named PD.

CJOY/CKLA-FM GUELPH — **Mark Bowden** named GM.

CKBB BARRIE/CKCB COLLINGWOOD — **Doug Coulson** appointed VP/GM of both stations.

CKND-TV WINNIPEG — **Elaine Ali** appointed VP administration.

CKWS-TV/CFFX/CFMK-FM KINGSTON — **John Tucker**

appointed president; **Mike Tiernay** named retail sales manager.

CWRT — **Marie Larose** appointed executive director of Canadian Women in Radio and Television.

EGRIPMENT U.S.A. — **Keith Bailey** named SM.

FOR.A CORP. — **Quentin R. Nelson** named western regional sales manager.

NEL NETWORK ENGINEERING LTD. — **Mohamed A. Elkharadly**, P.Eng., named partner and executive VP.

POWER BROADCASTING — **Wayne Bjorgan** appointed Co-op Marketing Services Manager, radio.

VIEWERS CHOICE — **Elizabeth Snip** named director of marketing.

In memoriam

Ronald H. Turnpenny, retired engineering guru of Rogers Broadcasting's CFTR/CHFI-FM Toronto, died in March after a lengthy illness. He got his first job in Canadian broadcasting at CFOS Owen Sound after arriving from his native England following the Second World War. In 1954 he moved to CKCO-TV Kitchener and two years later to London to build what is now CKSL. After a stint at CFTO-TV Toronto, where he was responsible for all remote broadcasts, he joined Ted Rogers' CHFI-FM in 1961. At that time CHFI was broadcasting at a mere 384 watts; through his persistence and talents it is now the highest powered FM station broadcasting from the CN Tower. But his greatest engineering feat may have been the 20-year evolution of CFTR from a daytime-only station at 1540 kHz to today's 50,000 watt at 680. A co-founder of the first CCBE convention, he was a member of the CAB Technical Committee and the CCIR Standards Committee for many years.

Desmond Kidd. *Broadcast Technology* joins in extending condolences to Patricia Kidd, vice-president of Glentronix (1977) Ltd., on the passing of her husband. Desmond Hardy Kidd, an insurance claims investigator, died on December 28th, 1991, at age 56.

Barbara Frum, a pioneer in Canadian broadcast journalism, died March 26 in Toronto hospital from complications of the chronic leukaemia she had suffered for 18 years. She was 54. The host of CBC-TV's *The Journal* was once called "the most respected woman on Canadian television". An avid gardener and art collector who often took her poodle to work with her, she rose through the ranks of Canadian journalism while raising her family. She began her career as a freelance writer and radio commentator and honed her interviewing technique on *As It Happens*, the ground-breaking, informative CBC radio program that reaches around the world for its subjects and audience. Since joining *The Journal* in its infancy in 1982, she hosted 2,600 of the nightly news shows. She was awarded the Order of Canada in 1979, plus scores of other awards, for her work.

Roger Lemelin, whose fictional writing spawned The Plouffe Family, a CBC-TV series that captivated French and English audiences in the 1950s, died in Quebec City. He was 72. In addition to writing novels, he was publisher of *Montreal La Presse* from 1972 to 1981 and covered Quebec for *Time* and *Life* magazines from 1948 to 1952. He was a Companion of the Order of Canada and France's Legion d'honneur. — BT

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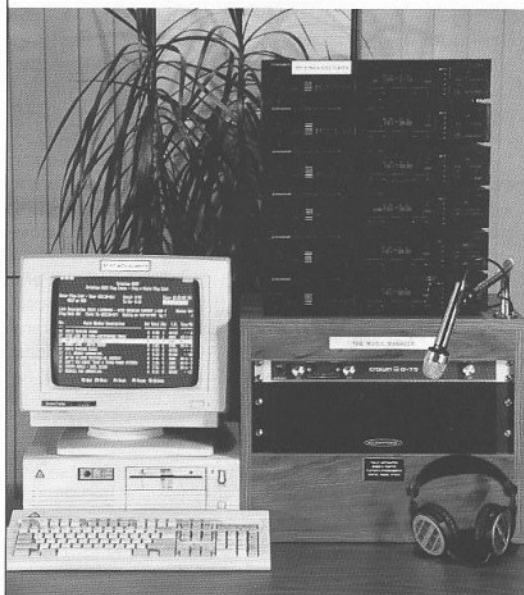
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